



WPXI
P.O. Box 640132
Pittsburgh, PA 15264-0132
ph: (412) 237-1100
fx: (412) 237-2247

Advertiser
Agency
Buyer
Salesperson

Pol/R Casey/D/US Senate (16759)
Shorr & Associates (2909)
D'ETTORRE, MICHAEL
Telerep/Washington DC, Washington DC
(1040)
ph: (555) 555-5555
Political - Federal Candidate (1067)
POL/R CASEY/D/SEN/PA (134170)
National/Political
/06368275

Invoice 640795
Inv Date 10/28/2012
Terms Net 30
Contract 336324
Bill Type Standard
Period 10/1/2012 - 10/28/2012

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

AgM

Product
Brand
Acct Types
Est/Headline
Demo
Revision
Comments

BOB CASEY :60 10/9
***** THIS IS A CASH IN ADVANCE

CO-OP/Order Type Yes/Normal
Package
Gen. Date 10/29/2012 1:23:33PM

Pittsburgh (WPXI)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.0	Contract Line Remarks:	TODAY 7-8A/1							
	Spot	7:00:00AM- 8:00:00	Day, Th-1, F-1	10/11/12 7:59AM (Th)	01:00	Today Show	BCTV1205H	\$1700.00	
	Spot	7:00:00AM- 8:00:00	Day, Th-1, F-1	10/12/12 7:23AM (Fr)	01:00	Today Show	BCTV1205H	\$1700.00	
2.0	Contract Line Remarks:	NEWS 5-530A/2							
	Spot	4:58:04AM-Channel	Day, Th-1, F-1	10/11/12 5:27AM (Th)	01:00	Channel 11 News 5am	BCTV1205H	\$1100.00	
	Spot	4:58:04AM-Channel	Day, Th-1, F-1	10/12/12 5:26AM (Fr)	01:00	Channel 11 News 5am	BCTV1205H	\$1100.00	
3.0	Contract Line Remarks:	ELLEN/3							
	Spot	10:00:04AM-Elle	Day, Th-1, F-1	10/11/12 10:56AM (Th)	01:00	Ellen	BCTV1205H	\$900.00	
	Spot	10:00:04AM-Elle	Day, Th-1, F-1	10/12/12 10:36AM (Fr)	01:00	Ellen	BCTV1205H	\$900.00	
4.0	Contract Line Remarks:	JUDY 4-430P/4							
	Spot	4:00:04PM-Judge Ju	Day, Th-1, F-1	10/11/12 4:27PM (Th)	01:00	JUDGE JUDY 4P	BCTV1205H	\$1100.00	
	Spot	4:00:04PM-Judge Ju	Day, Th-1, F-1	10/12/12 4:12PM (Fr)	01:00	JUDGE JUDY 4P	BCTV1205H	\$1100.00	
5.0	Contract Line Remarks:	TONIGHT/5							
	Spot	11:34:34PM-TONIGH	Day, Th-1, F-1	10/11/12 12:20AM (Th)	01:00	Tonight Show	BCTV1205H	\$1850.00	
	Spot	11:34:34PM-TONIGH	Day, Th-1, F-1	10/12/12 12:31AM (Fr)	01:00	Tonight Show	BCTV1205H	\$1850.00	
6.0	Contract Line Remarks:	LATE NEWS/6							
	Spot	10:59:34PM-CHANNE	Day, Th-1, F-1	10/11/12 11:33PM (Th)	01:00	CHANNEL 11 NEWS AT 11P	BCTV1205H	\$5400.00	
	Spot	10:59:34PM-CHANNE	Day, Th-1, F-1	10/12/12 11:32PM (Fr)	01:00	CHANNEL 11 NEWS AT 11P	BCTV1205H	\$5400.00	
7.0	Contract Line Remarks:	TODAY 7-8A/7							
	Spot	7:00:00AM- 8:00:00	Day, M-1	10/15/12 7:58AM (Mo)	01:00	Today Show	BCTV1205H	\$1700.00	
8.0	Contract Line Remarks:	NEWS 5-530A/8							
	Spot	4:58:04AM-Channel	Day, M-1	10/15/12 5:07AM (Mo)	01:00	Channel 11 News 5am	BCTV1205H	\$1100.00	
9.0	Contract Line Remarks:	ELLEN/9							
	Spot	10:00:04AM-Elle	Day, M-1	10/15/12 10:19AM (Mo)	01:00	Ellen	BCTV1205H	\$900.00	
10.0	Contract Line Remarks:	JUDY 4-430P/10							
	Spot	4:00:04PM-Judge Ju	Day, M-1	10/15/12 4:11PM (Mo)	01:00	JUDGE JUDY 4P	BCTV1205H	\$1100.00	
11.0	Contract Line Remarks:	TONIGHT/11							
	Spot	11:34:34PM-TONIGH	Day, M-1	10/15/12 11:58PM (Mo)	01:00	Tonight Show	BCTV1205H	\$1850.00	
12.0	Contract Line Remarks:	LATE NEWS/12							
	Spot	10:59:34PM-CHANNE	Day, M-1	10/15/12 11:33PM (Mo)	01:00	CHANNEL 11 NEWS AT 11P	BCTV1205H	\$5400.00	

REMIT TO: P.O. BOX 640132 PGH, PA 15264-0132

We warrant that the actual broadcast information shown on this invoice was taken from the official log.

Gross Total	\$36,150.00	Total Spots	18
Commission	(\$5,422.50)		
Net Total	\$30,727.50		